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*Somerset's Seeds for
Midsummer Sowing*

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★ JUN 11 1938 ★

U. S. Department of Agriculture

Section 562, P. L. & R.

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NEW BRUNSWICK, N. J.

Permit No. 13

U.S. Dept. of Agriculture
Bureau of Plant Industry
Washington, D.C.

SOMERSET ROSE NURSERY, Inc.

New Brunswick, N. J.

Return Postage Guaranteed

SNAPS for GREENHOUSE FORCING

NEW WINTER FLOWERING SNAPDRAGON

Olsen's White. Exceptionally long flower spikes with numerous, well placed, snow white flowers are a feature of this variety. Our observations have convinced us that this new winter flowering white has much to commend it for trial.

Bronze Queen. Enthusiastic comments by growers and storemen mean that this variety has established itself as a profitable sort. Recommended where a good free flowering bronze is needed.

Bezdek's White Wonder. Splendid pure white that proved itself last season to be one of the best commercial whites.

Embers. Bronze touched with scarlet, actually glows under light. When well grown, a reasonable amount of this variety will do much to enliven the color selection. Brings a good market price.

Glorious. Comes to us highly recommended as an excellent bronze.

Other worthwhile newer introductions

Captor Celestial Daybreak	Northern Light Mariona White Schrock's Orchid Westover White
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Originator's packets any of the above \$2.00 each, any three \$2.00 packets for \$5.00.

Bertha Baur Cornwallis Nicholson's Yellow Terry's Surprise Imp	Marion White Yellow Cheviot Maid Royal Gold White Prosperity
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Originator's packets any of the above \$1.50 each, any three for \$4.00.

STANDARD SORTS

Yellow Gold. A private strain of seed available now only due to a surplus. An extra fine, early flowering, rich yellow commercial sort at no premium in price.

Afterglow Ceylon Court Cheviot Maid Cheviot Maid Supreme Coates Yel. Perfection Jennie Schneider Kirkwood Beauty Lucky Strike	New Cincinnati New Deal Radiance Rose Queen Sun Tan White Cheviot Maid New Dawn Velvet Beauty
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Originator's strains, any of the above standard varieties, at straight \$1.00 each packet. Many of our growers prefer originator's seed as it is always more true to type. We can also supply above mentioned varieties, not originator's seed, at \$1.00 per packet, any three for \$2.50, any five for \$3.50. ½ Pkts. at \$0.60 each. We cannot guarantee this seed for trueness to type and recommend originator's strains.

SWEET PEAS

EARLY OR WINTER FLOWERING

Cuprocide treatment if desired

Again our strains have proven exceptionally fine. Flowers grown from our seed by Anthony DiAngelo, Newton, Pa. won two first's and a second at the Philadelphia Flower Show.

NEW INTRODUCTIONS

	Oz.	$\frac{1}{4}$ Lb.	Lb.
Daphne —Beautiful soft salmon pink on a cream ground. Awarded a Silver medal at the International Flower Show in N.Y. Already popular, this new variety grows vigorously and flowers profusely	\$.40	\$1.50	\$6.50
Evening Star —Brilliant orange scarlet suffused orange. Received an award of excellent in the N.Y.F.C.50	1.50	5.00
Princess Blue — A belladonna blue that is produced in good long stems on a fairly vigorous plant. Awarded Special Merit after trial by the N.Y. F.C.50	1.50	5.00

STANDARD VARIETIES

BLUE

Ball's Blue. Cornflower blue30	1.00	3.50
Blue Bird, fine blue self.....	.30	1.00	3.50
Blue Bonnet. Clear deep blue30	1.00	3.50
Blue Danube, mid blue self. Special Merit rating N.Y. F.C. Test30	1.00	3.50
Florist Blue, Large clear blue50	1.50	5.00
Mariner, long stemmed deep blue30	1.00	3.50
Mrs. Herbert Hoover. The favorite30	1.00	3.50

BICOLOR

Columbia. ...S a l m o n Rose, white wings30	1.00	3.50
Sunray. Cerise, cream ground30	1.00	3.50

CREAM

Meadowlark Improved. Cream30	1.00	3.50
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CRIMSON

Aviator. Large crimson scarlet30	1.00	3.50
Grenadier. Poppy scarlet.....	.30	1.00	3.50
Susanna. Excellent carmine red30	1.00	3.50
Vulcan. Orange scarlet30	1.00	3.50

SWEET PEAS (Continued)

	Oz.	$\frac{1}{4}$ Lb.	Lb.
LAVENDER			
Harmony. Favorite clear lavender30	1.00	3.50
Heatherbell. Mauve lavender30	1.00	3.50
Michigan. Extra long stemmed30	1.00	3.50
Triumph. Lilac Mauve30	1.00	3.50
ORANGE			
Ball's Orange Improved40	1.25	3.50
Sunproof Orange, crimson orange. Excellent rating N.Y.F.C. test30	1.00	3.50
Supreme Orange. Cerise Orange30	1.00	3.50
Valencia. Sunproof orange...	.30	1.00	3.50
PINK			
Apollo. Soft salmon cerise...	.30	1.00	3.50
Annie Laurie. Deep rose pink50	1.50	5.00
American Beauty. Rose50	1.50	5.00
Ball's Rose Improved. Clear deep rose30	1.00	3.50
Boon. Deep salmon pink.....	.30	1.00	3.50
Bridesmaid. Deep silvery pink30	1.00	3.50
Colossal Rose. Similar in color to Jean Mamitsch with larger flowers and longer stems30	1.00	3.50
Chevalier. Dark rose30	1.00	3.50
Florist Rose. Large pure rose50	1.50	5.00
Jean Mamitsch. Favorite rose pink30	1.00	3.50
Josie. Large rose pink30	1.00	3.50
Pride. Long stemmed cerise30	1.00	3.50
Sequoia. Enormous golden cerise. No. 1 rating N.Y. F.C. variety test30	1.00	3.50
WHITE			
Burpee's White. Mammoth flowered white30	1.00	3.50
Hope. Mammoth pure white30	1.00	3.50
Snowstorm Improved. Fine white30	1.00	3.50
White Harmony. Most popular30	1.00	3.50
White Twin. Fine new white30	1.00	3.50
MIXTURE			
Choice blend of many varieties30	1.00	3.00

DELPHINIUM

We have been growing quantities of Delphinium for many years. The greatest of care has been taken to produce superior strains, and critical buyers tell us our strains are better. Fresh seed is necessary for good germination, and you will receive no old seed from us.

Tr. Pkt. Oz.

Giant Pacific Hybrids. This strain has created a sensation wherever shown. The immense double flowers and clear colors make them especially valuable as a cut flower item.

Light Blue	$\frac{1}{4}$ Oz.	\$3.00	\$0.50	\$12.00
Dark Blue	$\frac{1}{4}$ Oz.	3.00	.50	12.00

Wrexham (Hollyhock Strain). Finest Mixed. Our Wrexham Seed has been grown for us by a grower specializing in this type. We believe he has brought his strain up to the highest point of perfection

.50 7.50

Wrexham Deep Blue Shades. A selection from the above ... $\frac{1}{4}$ Oz. **\$2.00**

.50

Wrexham Light Blue Shades. A selection from the above ... $\frac{1}{4}$ Oz. **\$2.00**

.50

Selected Double and Semi-Double Mixture

$\frac{1}{4}$ Oz. **\$2.00**

.50

Blackmore and Langdon Hybrids. Originator's seed from the best varieties. Do not compare this with the usual strain offered

$\frac{1}{4}$ Oz. **\$2.00**

.50 7.00

Somerset's Hybrids. 4-6 ft. Our own strain covering many years of selection for hardiness and freedom from disease. The individual flowers are large and produced on long spikes in all shades of blue with a good percentage of doubles

.50 4.00

Iceberg. A selection of white hybrids...

.50 4.00

Selected Hybrids. A good strain suitable where fine quality is not essential

.35 2.00

Hoodacres White. A fine strain of white. $\frac{1}{4}$ Oz. **\$1.75**

.50 6.00

Belladonna Improved. Large flowered, free blooming, light blue. Favorite cut flower sort. A really superior strain

.40 2.00

Blue Grotto. Deep blue form of the above

.50 3.00

Chinensis Blue Butterfly. Dwarf, deep blue

.25 1.00

Chinensis Alba. Dwarf, white

.25 1.00

STOCKS

We are able, this season, to offer seed that has been greenhouse tested for percentage of double bloom. The quality of the strains offered has been thoroughly proven and we are confident that finer strains are not available.

MAMMOTH FLOWERED COLUMN

Three New Colors

Tr. Pkt. Oz.

Pink. A soft Chatenay pink that is so useful for cut flower purposes. A really fine introduction.

Lavender. Several shades deeper than Silver Lilac but the individual flowers are almost one half again as large. A fine sort.

Salmon Rose. We have used this name as best describing the color of this new development. The flowers as they first open are a soft salmon yellow with a suffusion of old rose which intensifies as the flower ages. The immense size of the double blooms and the unusual color make this a variety that will create attention wherever shown.

Any of the above three new colors, $\frac{1}{2}$ Pkt. \$0.60, Tr. Pkt. \$1.00, $\frac{1}{4}$ Oz. \$3.00, Collection Tr. Pkt. of each color \$2.50

Silver Lilac, Ball's White (Recommend Santa Maria or Noble White), **Rose Pink, Rose-Carmine, Violet, Ruby.**

Any of the above	$\frac{1}{2}$ Tr. Pkt. .60		
$\frac{1}{4}$ Oz. \$2.25.....		1.00	8.00

Forcing Branching Type

These varieties are really branching types but planted close they require very little pinching to produce spikes fully equal to the best column stock. Experience has shown that up until now they are the best of their color for forcing purposes.

Santa Maria. This grand white cannot be excelled for size, purity and percentage of doubles. The most profitable of all stocks.

Giant Noble White. Blooms two weeks sooner than Santa Maria but is more variable in producing doubles.

Chamois. A really double strain of this difficult color.

Tested for percentage of double blooms. Any of the above 3 varieties, Greenhouse grown seed.
Tr. Pkt. \$0.35 $\frac{1}{4}$ Oz. \$1.25 1 Oz. \$4.00

Stocks Giants of Calif., Improved Bismark and Beauty of Nice will be found listed in our 1938 catalogue.

CINERARIA

Popular pot plants. The strains offered below are considered the most desirable.

	Tr. Pkt.	Oz.
Siter's Rainbow Strain. Remarkable for its wide range of color. Compact in growth, and the small leaves make for ease in handling. Awarded first prize in Philadelphia Flower Show 1936, 1937, and 1938. Originator's packets\$2.00 each		
Creamer's Prize Strain. A consistent winner at shows. Very compact in habit. Mixed colors. ½ Tr. Pkt. 85c		
1/32 Oz. \$4.00, 1/16 Oz. \$7.50		\$1.50
Weissenseer Strain (Berlin Market). An excellent strain of dwarf compact growth with medium large flowers. Select mixture, all colors.		
1/64 Oz. \$1.50		1.00
Multiflora Grandiflora Maxima Nana (New). Individual florets measure 2-3 inches and are produced in large quantities. Our strain includes many choice colors. Dwarf compact, 12-16"1/32 Oz. \$2.50		1.25
Multiflora Nana. Very dwarf and compact, flowers of large size, and produced in great profusion in a range of splendid colors.		
Azure Blue ½ Tr. Pkt. \$0.60		1.00
Dark Blue ½ Tr. Pkt. .60		1.00
Dark Red ½ Tr. Pkt. .60		1.00
Rose ½ Tr. Pkt. .60		1.00
Mixed Colors1/32 Oz. 2.00		1.00

CALCEOLARIA

Excellent and easily grown pot plants for a reasonably priced, showy item for Easter and Mother's Day.

	½ Tr. Pkt.	Pkt.
Improved Flower Cloud. A new type that has been fixed after four years of hybridization. Characterized by a uniform, vigorous, and healthy growth requiring practically no staking. The good-sized flowers come in a wide range of spotted and tigered colors and are produced in immense masses. A remarkable feature is that under cool airy conditions a plant will remain in good condition about three months. 1/64 Oz. \$5.00	\$0.60	\$1.00

	$\frac{1}{2}$	Tr.
	Tr. Pkt.	Pkt.

Albert Kent Hybrids. A strain of medium growth with a rich assortment of colors in clear and spotted shades.

1/64 Oz. \$2.50	.60	1.00
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Dwarf Choice Mixture. This strain is extremely fine as a pot plant because of its compact growth and the fact that it produces its large flowers in a mass. Includes a fine range of colors.1/64 Oz. \$4.00

.60	1.00
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Hybrida Multiflora Nana. Growing about 1 ft. in height, this is a free flowering type with 1½" blooms in a choice mixture of orange, lemon, and gold, beautifully spotted.

1/64 Oz. \$4.50	.60	1.00
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CYCLAMEN (Binneweis Strain)

Conceded to be the finest strain available for the commercial grower. Plants grown from this strain are consistent winners at shows, both here and abroad. Seed is selected only from plants of the choicest type with regard to habit, foliage and large blooms. Smallest quantities available are 100 seeds of one variety. 250 or more seeds go at the 1000 rate.

	100	1000
	Seed	Seed
America Improved. Salmon scarlet...	2.00	16.00
Bonfire. Brilliant salmon	2.00	16.00
Bright Red	1.20	10.00
Dark Blood Red	1.20	10.00
Glory of Wandsbek or Perle of Zehlendorf. Salmon red	1.60	12.00
Improved Rose of Marienthal. Soft rose with carmine eye	1.20	10.00
Lavender	1.20	10.00
Mozart (Novelty). Deep pink	2.00	16.00
New Salmon Rose Improved	1.60	12.00
Orange Beauty. Orange vermillion...	2.00	16.00
Pure White	1.20	10.00
Rose of Zehlendorf. Salmon pink	1.60	12.00
Saffron Red	1.40	11.00
White with carmine eye	1.20	10.00
Mixed Colors	1.20	10.00
Rokoko Mixed. Large ruffled and fringed flowers	1.75	12.00

We invite you to visit our nurseries. There is something of interest at all times. This season we will have a large block of a new *Salvia*, an interesting new bedding *Petunia* planted for comparison with the most important similar types, numerous new perennials and last but not least a fine field of the Everblooming Hardy Climbing rose **THE NEW DAWN**.

*The following
are a few items usually sown
at this time:*

Listed in our 1938 Catalog	Page
Alyssum. Perennial	19
Aquilegia (Columbine). We offer a number of fine strains suitable for cut flowers.....	19
Bellis (English Daisies)	19
Calceolaria	7
Calendula. Ball's famous cut flower strain, direct from originator	7
Campanula. Annual. Excellent cut flowers if given light treatment	7
Campanula (Canterbury Bells)	19
Carnation Grenadin. Dwarf scarlet. A very popular early flowering strain of dwarf compact growth and double bright scarlet blooms25c Tr. Pkt.; Oz. \$2.50	
Carnations	19
Centaurea	8
Cyclamen. The Binneweis Strain, conceded to be the best	9
Dianthus	19 & 20
Didiscus	9
Digitalis	20
Hollyhocks	20
Lupinus. Annual	11
Lupinus. Perennial	21
Marigolds. Many varieties are excellent for early winter bloom under glass	11
Mignonette	12
Myosotis (Forget-me-not)	21
Poppies Oriental	21
Poppies Iceland	21
Primula. Perennial. Sow in late fall and let freeze	21
Stocks	15 & 16
Wallflower. Annual	17
Wallflower. Biennial	22

Many other items suitable for midsummer sowing
will be found listed in our complete 1937 Price
List. Drop us a card, and we shall be glad
to send you a copy.

Somerset's Seeds Are Reliable

PANSIES

Garden State Giants: As another pansy season passes we cannot help being impressed with the quality bred into this fine strain by the originator. Immense flowers of great substance, a wide range of colors, compact sturdy plants, early and continuous flowering and a remarkable resistance to Summer heat make these "Pansies that sell when others go begging." Several of our customers report excellent results for late winter flowering in the greenhouse.

Tr. Pkt. 50c; 1/8 Oz. \$1.25; 1/4 Oz. \$2.25
1 Oz. \$8.00; 4 Oz. \$28.00

	Tr. Pkt.	1/4 Oz.	Oz.
Englemann's Special Mixture. A fine strain with immense flowers mostly in bronze and red shades	\$.50	\$2.25	\$8.00
Englemann's Giant. Dark and light shades, huge flowers, compact and early flowering. Originator's seed50	2.25	8.00
Roggli New Swiss Giants, Cardinal (Alpen Glow). Garnet red50	2.00	6.00
Roggli New Swiss Giants, Lake of Thun. Blue, dark blue blotches50	2.00	6.00
Roggli New Swiss Giants, Rheingold. Yellow, deep brown blotches50	2.00	6.00
Roggli New Swiss Giants Mixed50	1.50	5.00
America Special Florist Strain. Fine bright mixture50	2.00	6.00
Frilled Masterpiece. Large frilled50	1.00	3.00
Large Flowering Finest Mixed. 1/4 Lb. \$3.0025	1.00

Tr. Pkt. Oz.

TRIMARDEAU—Large-flowered Bedding Pansy

Golden Queen. Yellow.

Snow Queen. White.

Lord Beaconsfield. Violet, shading to white.

Mixed in a wide range of colors.

Price each of the above .30 1.50

VIOLA (Tufted Pansies)

Apricot. Rich apricot yellow,
1/4 Oz. \$1.50 .50 5.00

Blue Perfection. Light blue30 1.50

White Perfection. Pure white30 1.50

Yellow Perfection. Yellow30 1.50

Jersey Gem. Pure rich violet,
1/8 Oz. \$2.50 .50

NEW VIOLAS

Arkwright Ruby. Rich ruby crimson with a darker eye. Fragrant and free flowering 1/8 Oz. \$1.00 .50 7.00

Chantryland. The finest apricot. Extremely free flowering 1/8 Oz. \$1.00 .50 5.00

